# County's first Kroger Food Store opens Sunday

*Kroger Food Store in Weatherford*

Sunday, June 12, will be opening day for a new addition to food shopping in Weatherford. Kroger Food Stores, the third largest food chain in the U.S., will open their first Superstore in Parker County. The store opening ceremonies will start at 10:00 a.m. at the store location, 102 College Park Drive in the new College Park Shopping Center.

The Kroger Superstore, measuring over 22,000 sq. ft., will employ over 40 people and have an annual payroll of in excess of $360,000.

The produce section will display, at any given time of the year, over 100 types and varieties of fruits and vegetables. A plant department will stock plant care items as well as plants ranging from hanging baskets to terrarium cacti.

The Kroger meat department will display over 200 kinds and cuts of meat. Customers will be able to purchase everything from a 1-inch thick sirloin steak to a side of beef. Lamb and milk fed veal will be available as will special order cutting. Kroger meats have earned them a strong reputation in the industry as is exemplified by their slogan--"Kroger Means Better Meats."

The grocery department will feature over 10,000 items, including a full line of international foods. Shelf tags utilizing unit pricing to enable the shopper to make quick price and value comparisons will be featured. Kroger was one of the first chains to widely use open dating to inform the consumer as to the freshness of product.

The focal points of the store will be the full-line deli and bakery. The deli will feature imported and domestic luncheon meats and cheese such as Goudas, Swiss, Edam and Bleu.

The deli will prepare "hot, to go" dinners or lunches including barbecue chicken, ribs, fried chicken and a large variety of salads and desserts.

The in-store bakery will provide Weatherford shoppers with everything from donuts to exotic loaves of bread. Trained cake decprators will be available to prepare personalized cakes ranging from birthday cakes to three-tier wedding cakes.

The Weatherford store has been developed by Roy J. Grogan and William Bowden. Malcolm Sulak, a veteran Kroger employee, will be the store manager. He, his wife, Brenda, and their four boys live in Watagua but hope to move to Weatherford eventually.

Sulak said he grew up in a small country town and attended school in West.

Sulak said he started with Kroger as a package clerk and worked his way up, adding that he has been with the company for 16 years and a manager for seven years. Most recently he was a Kroger manager in Fort Worth. He said he hopes everyone in Parker County and surrounding areas will come in and introduce themselves to him and say hello. He added, "In a town like Weatherford people probably will."

Joel Williams will serve as co-manager. He lives in Fort Worth with his wife, Louise, and their son and daughter. Williams said he worked his way through North Texas State University as a grocery stocker for Kroger. When he finished at NTSU in 1970, he went through the company's manager training program and has been with Kroger ever since.

Before coming to Weatherford, Williams was employed by Kroger in Fort Worth. He said, "We expect Weatherford to be a good store for the Kroger Company."

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Ever tried a Deviled Cheese Spread for fish? It's delicious! Mix two cups of shredded Cheddar cheese with one-half cup of chile sauce, two table spoons prepared mustard and one tablespoon of prepared horseradish. Spread on broiled fish, then broil one to two minutes until cheese starts to melt.

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# Kroger is founded in 1883 in Ohio

Cincinnati back in 1883 was a busy, bustling town...a river-port and a thriving industrial community. It was a city of contrasts--thrifty German hausfraus, rough river roustabouts, an air of gaiety that earned it the name of the "Paris of America" and a growing reputation as a cultural center.

Perhaps the busiest place in town was Pearl Street, near the Ohio River. Here riverboats stocked supplies and

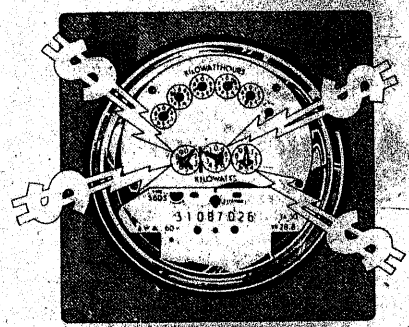
house, and go at it again. That is the way I worked along and saved expenses." He saved 90 per cent of his earnings for reinvestment those first years.

But his formula was successful. By June of 1885, two years after he leased his first store, he had four stores. Thus, Barney Kroger found himself in the chain store business.

Early Kroger development was in and near Cincinnati. The first big jump across country

MALCOLM SULAK, MGR.

JOEL WILLIAMS, ASST. MGR.

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